

**METHOD AND SYSTEM FOR AN EFFICIENT FUNDRAISING CAMPAIGN
OVER A WIDE AREA NETWORK**

ABSTRACT

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A system and method for efficiently conducting a fundraising campaign over a wide-area network is provided. In accordance with the invention a method for conducting an efficient fundraising campaign by an organization over a wide-area network includes hosting a website, registering on the website, making a charitable donation on the 10 website, contacting third parties via email messages soliciting charitable donations, and providing one or more reports, on the website, including information on the status of the fundraising campaign. The method further includes contacting third parties, via email messages, to provide information about one or more teams participating in a competition associated with the fundraising campaign. The method further includes providing 15 information, in the reports, about the third parties that have been contacted via email messages. The method further includes providing, in the reports, a real time status of the fundraising campaign, and wherein the real time status provide a convenient means for monitoring the progress of the campaign.

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